

hand. I urge you in the strongest terms to pick up this project and make it go, in the name of business and industry. There is no point in my urging the Legislature to enact the legislation which will make low-cost State loans available for a major part of the construction cost, and I do not think they will oppose such legislation, unless you of the community for whose benefit the hospital will exist, are prepared to do your part in providing the remaining funds necessary to make it a reality.

I am firmly convinced that you can do your part of the job and do it in short order, once you have made up your minds about it. I recognize the fact that you are importuned from many quarters for assistance, and I know that you have responded often and generously. You give because you work here and live here and you are invested deeply in this community. But as so often happens, the giving that you do is not ascribed to you. The giving by business and industry is fragmented so that the public very often does not realize what you are doing or have done for it. In making this South Baltimore General Hospital a reality, by taking on the responsibility for it, you business and industrial leaders may be able to place a marker that all can see, to demonstrate to one and all, what you have done for the community.

South Baltimore General has been operated efficiently and well. It has been accumulating both capital and friends over the years, with its eyes on the new site and the meeting of hospital requirements of more than 300,000 men, women and children in its vicinity. It needs a lift from you . . . you leaders, and I give it to you straight: Not token leadership, nor token gifts. This must not be a matter of a few thousand dollars for each of your companies and you must think about this hospital as peculiarly yours. I ask you to say to your boards, or to your top people and colleagues, that they should make it their job, too. You must pick up this challenge and turn in your best performance, and when those of you who are here tonight, and who represent companies with home offices elsewhere, go to your contribution committees or your foundations, you must go only with thoughts of substantial gifts. The people who live in the hospital's vicinity are not likely to be able to give large gifts, though I am assured that the hospital stands so well with those in its neighborhood that the hospital's appeal to them will win full support.

You are the men who will make the difference. This is your hospital — industry's hospital. Your employees will count on you, the public will count on you, and I am counting on you. As Governor, I see this hospital project as a matter of importance to the industrial center